

Serial No. 09/764,787  
U. S. Patent Application

In the Claims:

Please amend the following claims:

C1  
1 (Amended). A method for conducting a fundraising campaign by an organization or person over a wide-area network, comprising the steps of:  
    hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;  
    registering, by a solicitor, on the website;  
    contacting, by the solicitor, third parties via email messages soliciting charitable donations;  
    providing one or more reports, on the website, including information on the status of the fundraising campaign;  
    providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;  
    making a charitable contribution, by a donor, on the personal donation page;  
    displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and  
    updating the virtual plaques on the personal donation page to recognize new donors.

28 (Amended). A system for conducting a fundraising campaign by an organization or person over a wide-area network, comprising:  
    a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;  
    means for registering on the website;  
    means for contacting third parties via email messages soliciting charitable donations;

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one or more reports on the website including information on the status of the fundraising campaign;

a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of a solicitor;

means for making a charitable contribution, by a donor, on the personal donation page;

means for displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and

means for updating the virtual plaques on the personal donation page to recognize new donors.

51 (Amended). A method for hosting a web-based fundraising system over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website soliciting potential donors to make a charitable contribution to a fundraising campaign;

registering, by a solicitor, on the website;

contacting, by the solicitor, third parties via email messages soliciting charitable donations;

providing one or more reports, on the website, including information on the status of the fundraising campaign;

providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;

making a charitable contribution, by a donor, on the personal donation page;

displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and

updating the virtual plaques on the personal donation page to recognize new donors.

52 (Amended). A computer program product including a program code embodied in a storage medium for carrying out the method steps for conducting a fundraising campaign by an organization over a wide-area network, the method comprising the steps of:

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hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

registering, by a solicitor, on the website;

contacting, by the solicitor, third parties via email messages soliciting charitable donations;

providing one or more reports, on the website, including information on the status of the fundraising campaign;

providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;

making a charitable contribution, by a donor, on the personal donation page;

displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and

updating the virtual plaques on the personal donation page to recognize new donors.

53 (Amended). A method for conducting a fundraising campaign by an organization over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

registering, by a solicitor, on the website;

generating a personalized donation web page for a solicitor;

generating a link to the personalized web page;

contacting, by the person, third parties via email messages soliciting charitable donations, the emails having the link to the personal donation web page;

receiving the email messages;

reaching the personalized donation web page using the link;

making a charitable donation, by a donor, on the personalized donation page;

displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and

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updating the virtual plaques on the personal donation page to recognize new donors.

54 (Amended). A system for conducting a fundraising campaign by an organization over a wide-area network, comprising:

a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;  
means for registering on the website;  
one or more personalized donation web pages for a solicitor;  
one or more links to the personalized donation web pages;  
means for contacting third parties via email messages soliciting charitable donations, the emails having the links to the personalized donation web pages; and  
means for reaching the personalized donation web page using the link;  
means for making a charitable donation on the personalized donation page;  
means for displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and  
means for updating the virtual plaques on the personal donation page to recognize new donors.

~~Please add the following claims:~~

55 A method for conducting a fundraising campaign by an organization or person over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;  
registering, by a solicitor, on the website;  
contacting, by the solicitor, third parties via email messages soliciting charitable donations;

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providing one or more reports, on the website, including information on the status of the fundraising campaign;

providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;

making a charitable contribution, by a donor, on the personal donation page;

displaying one or more web pages with virtual plaques honoring the donor; and

updating the virtual plaques on the web pages to recognize new donors;

*forming teams*  
D ~~joining a team~~ on the website, to participate in the fundraising campaign by soliciting donations by emails, wherein the teams compete with each other to raise money;

displaying team ranks on the virtual plaques.

25  
56. A system for conducting a fundraising campaign by an organization or person over a wide-area network, comprising:

a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

means for registering on the website;

means for contacting third parties via email messages soliciting charitable donations;

one or more reports on the website including information on the status of the fundraising campaign;

a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of a solicitor;

means for making a charitable contribution, by a donor, on the personal donation page;

means for displaying one or more web pages with virtual plaque honoring the donor; and

means for updating the virtual plaques on the web pages to recognize new donors;

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D <sup>forming teams</sup>  
means for ~~joining a team~~<sup>^</sup> on the website, to participate in the fundraising campaign by soliciting donations by emails, wherein the teams compete with each other to raise money;  
displaying team ranks on the virtual plaque.

45/ 57. A computer program product including a program code embodied in a storage medium for carrying out the method steps for conducting a fundraising campaign by an organization over a wide-area network, the method comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

registering, by a solicitor, on the website;

contacting, by the solicitor, third parties via email messages soliciting charitable donations;

providing one or more reports, on the website, including information on the status of the fundraising campaign;

providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;

making a charitable contribution, by a donor, on the personal donation page;

displaying one or more web pages with virtual plaque honoring the donor; and

updating the virtual plaques on the web pages to recognize new donors;

D <sup>forming teams</sup>  
~~joining a team~~<sup>^</sup> on the website, to participate in the fundraising campaign by soliciting donations via emails, wherein the teams compete with each other to raise money;

displaying team ranks on the virtual plaques.